**1. Victorian Style:**

*Historic Time frame:*  
Victorian style originated in the late 19th century to the early 20th century. Originating in Great Britain, United Kingdom (Brownoff, 2008).

*Conceptual Attributes of Victorian style:*Victorian style consists of architecture, home wears and paintings, and is often difficult to place into an individual typography. Various movements have heavily influenced this particular style during its centuries, such as: the Art Nouveau movement, esthetic movements, realism and symbolism. This in turn had a reasonable impact on its own design inspirations (Brownoff, 2008., Heller et al. 1999).



Large ruby charger decorated with fish - Diameter: 20 3/8 inches   
William De Morgan (1839-1917) - circa 1885

**2. Arts and Craft movement – style:**

*Historical Time Frame:*  
The Arts and Crafts movement initially developed in England and eventually took its place in Ireland during the latter half of the 19th century (Bowe. 1992, p142).

*Conceptual Attributes of Art and Craft movement:*Arts and Craft movement consist of various concepts, which were adopted from Islamic and Medieval European styles. The style of the art and craft movement characteristically contained rectilinear angles, incorporated with decorative patterns, which reflect the Islamic and European styles (Bowe, 1992. P142 – p864).



[Out on the tiles - Victorian Style](http://www.mylearning.org/out-on-the-tiles--victorian-style/p-1988/) - [www.mylearning.org](http://www.mylearning.org/out-on-the-tiles--victorian-style/p-1988/)

**3. Art Nouveau:**

*Historical Time Frame:*  
Art Nouveau existed during the middle 19th century in Europe. Originally emerging from Belgium and France (Grant. 2000).

*Conceptual Attributes of Art Nouveau:*  
Art Nouveau is fairly unique since being one of the first contemporary styles/designs to be centered on decoration and modernity. However, Art Nouveau also maintained a sense of diversity in its designs in its time period (Grant, 2000).



Cismonda - [en.wikipedia.org](http://en.wikipedia.org/wiki/Art_Nouveau) - 200 × 580

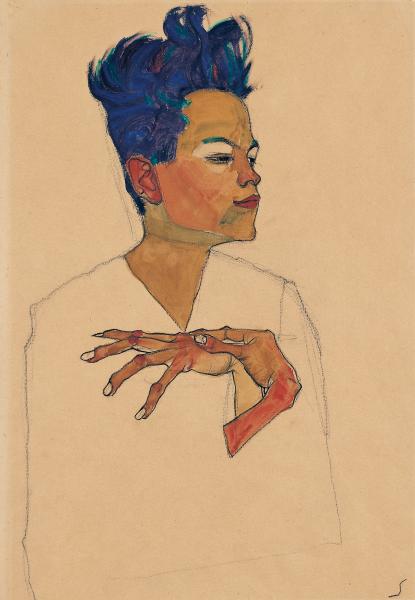
**4. Vienna Succession:**

*Historical Time Frame:*

Vienna Succession was first introduced in the late 1800’s.

*Conceptual Attributes of Vienna Succession:*

The Vienna Secession was a name given to a group various artistic members, such as: Artists, designers, architect, etc. who removed themselves from the traditional institution of Viennese artists to fulfill their own needs and avoid any historical influence on their work. The successions main priority is to go beyond traditional styles/designs (ngv international, 2011).



Egon SCHIELE- Austria 1890–1918- Self-portrait with hands on chest 1910  
charcoal, watercolour and gouache

**5. Cubism:**

*Historical Time Frame:*  
This style of design emerged from the 20th century between the years of 1910 and 1914 (Herberholz, 2005).

*Conceptual attributes for Cubism:*

Cubism consists of two main fragments, Analytical cubism and synthetic cubism. Cubism artists thoroughly analyze the form of natural objects and segmented that form into various squares, sections, shapes. Famous artists include; Pablo Picasso (Herberholz, 2005).

  
PABLO PICASSO (1881-1973)  
'Still Life with mandolin and Guitar', 1924 (oil on canvas)

**6. Futurist:**

*Historical Time frame:*

1909 – 1920

*Conceptual attributes of Futurists:*Futurists are a modernist movement and praise the future ears before them and commend modern man made technologies as they defeat the nature around. Its this futurism that influenced and aspired various 20th century art movements, such as Constructivism, Art Deco and Surrealism (Aust. journal of Politics and History, 2012).



[THE NEXT BLUE CHIP | More Intelligent Lifemoreintelligentlife.com](http://moreintelligentlife.com/story/the-next-blue-chip)  
320 × 397 - [More sizes](http://www.google.com.au/search?hl=en&sa=X&imgurl=http%3A%2F%2Fmoreintelligentlife.com%2Ffiles%2FSeverini.jpg&imgrefurl=http%3A%2F%2Fmoreintelligentlife.com%2Fstory%2Fthe-next-blue-chip&h=397&w=320&sz=51&tbm=isch&tbs=simg%3ACAQSEgkWHuSjqwm0uyGgozsdIaST9A&ei=HYdaUbrHLI3ckgWkjIGICw&ved=0CAkQhxwwAA)

**7. Surrealist:**

*Historical Time Frame:*

This movement was founded in the 20th century approximately the late 1800’s and continued on well into the late 1900’s (Telfer, 2012).

*Conceptual attributes of Surrealism:*  
Surrealism is accountable for great innovations and maintains a great sense of attraction to not only the public, but also the artists themselves. Surrealism is one of the most influential movements, which in turn has allowed it to establish itself all over Europe (Telfer, 2012).



[The Surrealist Art Movement: André Breton, the Subconscious, and ...emptyeasel.com](http://emptyeasel.com/2007/10/11/the-surrealist-art-movement-andre-breton-the-subconscious-and-surrealism/) - 500 × 366

**8. Dadaism:**

*Historical Time Frame:*Dadaism is a cultural movement first made it appearance in Zurich, Switzerland during the 20th century, around the early 1900’s to the mid 1900’s.

*Conceptual Attributes of Dadaist style:*  
World War 1 was the biggest influence upon the Dadaism movement and caused artists to rebel against the patterns of the world and instigated absurdness in their art work, song writing, plays, etc. Because of this, Dadaists openly rejected influential and pleasing art pieces and designs, such as: Cubism and Expressionism.

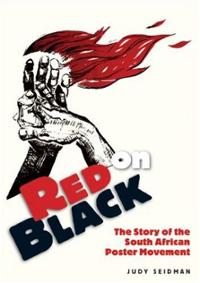


[Was graphic design influenced by Futurism, Constructivism, Dada ...sarahsmedley1992.wordpress.com](http://sarahsmedley1992.wordpress.com/2011/10/07/was-graphic-design-influenced-by-futurism-constructivism-dada-and-de-stijl/) - 600 × 867

**9. Poster:**

*Historical Time Frame:*The poster style, or more commonly known as “Plakatstil” established by Lucian Bernard, was first created in 1905, in Germany (Rabinowitz, 2006, Proquest, 1989).

*Conceptual Attributes of Dadaist style:*  
Plakatstil goes against the traditional methods of posters in the 20th century. Traditionally made for advertisements and promoting business, Plakatstil has transformed this once norm into a visual and expressive appearance which had had a substantial influence from the 20th century up until present times (Rabinowitz, 2006).

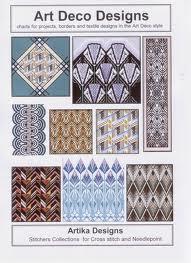


[Books: Red on Black: The Story of the South African Poster ...www.tower.com](http://www.tower.com/red-on-black-story-south-african-poster-movement-judy-seidman-paperback/wapi/111635863) - 200 × 283

**10. Art Deco**:

*Historical Time Frame:*Its origin in France and emerging in 1910 to 1939, Art Deco has stayed a main contender in the architecture, art and design movements for many years (Grant. 2001., Hillier. 2003).

*Conceptual Attributes of Dadaist style:*  
Art Deco is most recognizable by its precious materials, various symmetrical shapes and line. Art Deco is typically characterized by its inspiration from Ancient Egypt design elements (Grant. 2001., Hillier. 2003).



[Needlework Designswww.artika.co.uk](http://www.artika.co.uk/NeedleworkDesigns.htm) - 1275 × 1755

**11. Russian Supremacist and Constructivism:**

*Historical Time Frame:*Constructivism first came about in 1919, not long after the collapse of the Soviet Union (Levinger, 1987).

*Conceptual Attributes of Supermacist and Contructionism:*  
Artistic movements come in all different forms, perspectives and influences. The Russian Supremacist and Constructivist movement believed that the movement itself led to a better sense of art and socialism and hence gave them the perception that Constructivism was an art form (Levinger, 1987).

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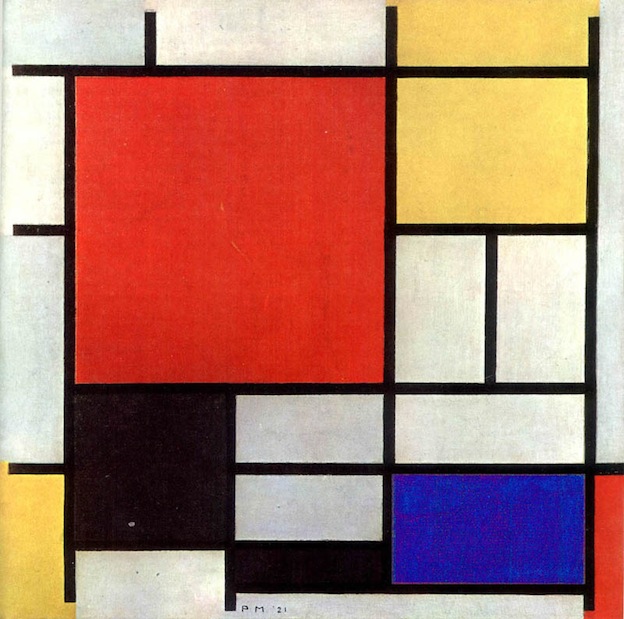
[Russian Art - Suprematism, Constructivism, Kinetic Sculpturewww.oocities.org](http://www.oocities.org/tokyo/temple/9827/russian.html) - 369 × 360

**12. De Stijl:**

*Historical Time Frame:*The De Stijl art movement was created in 1917, and lasted up until the 1930’s (Gaddy, 2011., Blotkamp, 1986).

*Conceptual Attributes of De Stijl:*

The De Stijl movement incorporates conceptual and striking features amongst a simple visual element. These commonly come in the form of geometric shapes and prime colours. This art movement was so influential, that it made its way into the theatrical and musical side on the 20th century (Gaddy, 2011., Blotkamp, 1986).



Piet Mondrain - 624 × 619

13. Bauhaus:

*Historical Time Frame:*Dadaism is a cultural movement first made it appearance in Zurich, Switzerland during the 20th century, around the early 1900’s to the mid 1900’s (Reinermann, 1986., Gailson, 1009).

*Conceptual Attributes of Bauhaus:*  
World War 1 was the biggest influence upon the Dadaism movement and caused artists to rebel against the patterns of the world and instigated absurdness in their art work, song writing, plays, etc. Because of this, Dadaists openly rejected influential and pleasing art pieces and designs, such as: Cubism and Expressionism (Reinermann, 1986., Gailson, 1009).



The Bauhaus movement - [www.dieselpunks.org](http://www.dieselpunks.org/profiles/blogs/art-history-the-bauhaus) - 430 × 523

**14. Functionalism:**

*Historical Time Frame:*Early 20th century (Zucker, 1951., Hansson, 2005).

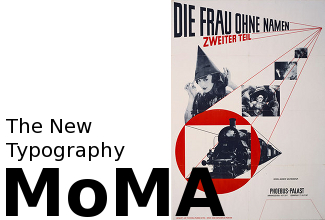
*Conceptual Attributes of Functionalism:*  
Functionalism is about not only striving to satisfy visual needs, it is also about functionality and usefulness. Hence being one of the most influential movements of the 20th century (Zucker, 1951., Hansson, 2005).



Functionalism Architecture - [www.topboxdesign.com](http://www.topboxdesign.com/tag/functionalism/)

**15. The New Typography:***Historical Time Frame:*International Typographic movement began in the 19th century (Kinross, 2004).

*Conceptual Attributes of The New Typograohy:*  
International typographic style stemmed grid system layouts and the then new Sans Serif font. Its main features involve emphasis on colours as opposed to patterns or decorations, lack of spaces between words and use of symbols (Kinross, 2004).



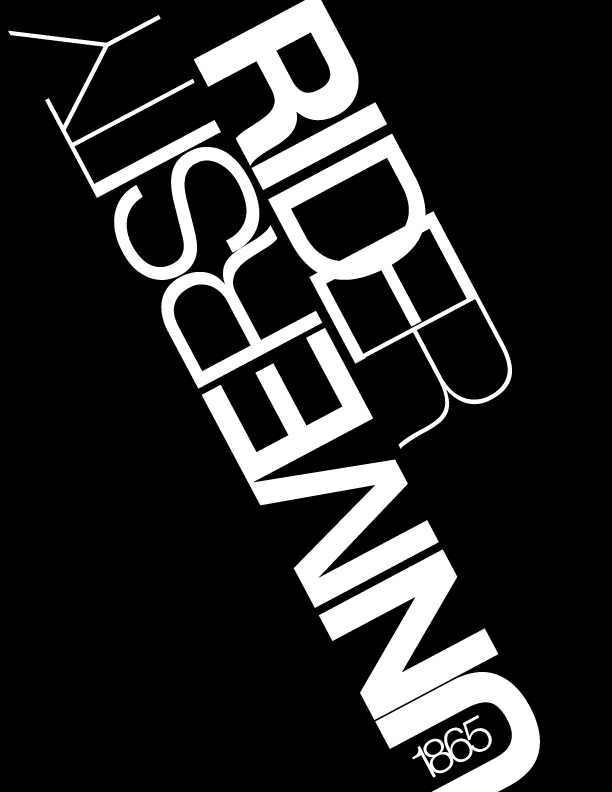
The New Typography - [facesofdesign.com](http://facesofdesign.com/category/events/corporate-communication-design?page=5) - 325 × 220

**16. International Typographic:**

*Historical Time Frame:*The International Typographic movement was created in the mid 1980’s (Shanken, 2006).

*Conceptual Attributes of The International Typographic:*

International typographic movement is based on the premise that the alphabet is unrestricted arrangement and is free to alterations. International typographic involves the distortion of fonts including; expansion, bowing, compression, shadowing, etc. It stems from Typography (Shanken, 2006).



International Typographic - [mezzotessitura.wordpress.com](http://mezzotessitura.wordpress.com/2012/12/08/attempting-international-typographic-style/)

**17. New York School:**

*Historical Time Frame:*Mid 19th Century in Philadelphia, America (Allaback, 1998).

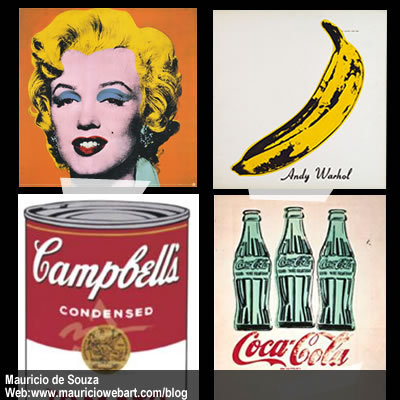
*Conceptual Attributes of New York School:*  
  
The New York School movement was a project that involved building schools of design for young American women to educate them in theory and practice of industrial design. This movement is based on Industrial art and design (Allaback, 1998). .



New York – School and art and design - [architypesource.com](http://architypesource.com/projects/851-mcgee-art-pavilion-school-of-art-and-design-a)

**18. Pop:***Historical Time Frame:*Pop art or ‘Popular Art’ was established in the 60’s (Gardner, 2010).

*Conceptual Attributes of Pop style:*  
Pop art movement is abstract and is based around communication through art using symbols, illusions and signs while maintaining a modernistic approach (Gardner, 2010).



Pop Art - [teaching.thenoiseofthestreet.net](http://teaching.thenoiseofthestreet.net/dms259fall12/pop-art-the-artistic-side-of-the-culture-industry/)

**19. Swiss School:**

*Historical Time Frame:*The Swiss school was established in Weimar, Germany from 1919 to 1933 (Filler, 2010).

*Conceptual Attributes of Dadaist style:*  
The Swiss School was not an art movement but an architectural venture that was based on the Bauhaus movement. The architecture itself precluded traditional historical forms of architecture, emphasized on modifications and combined basic elements such as colour and composition (Filler, 2010).



Bauhaus Building - [www.mimoa.eu](http://www.mimoa.eu/projects/Germany/Dessau/Bauhaus%20Building)

**20. Post-modern:**

*Historical Time Frame:*The Post modern or ‘Late Modern’ movement came about in the 1970’s (Gardner, 2010).

*Conceptual Attributes of Post Modern:*  
Post modernism was named with no regard to the past, but to emphasize that future its problems would remain unknown. Post modernism is based on the Modern Movement. Post Modern uses abstract and expressionist forms of art (Gardner, 2010).



Example of Post Modern art - [www.artfact.com](http://www.google.com.au/url?sa=i&rct=j&q=postmodern+art&source=images&cd=&docid=hyOLx0ggFnBTtM&tbnid=ZrMoxXRsJRweBM:&ved=0CAQQjB0&url=http%3A%2F%2Fwww.artfact.com%2Ffine-art-genre%2Fpost-modern-art-p5z2bme0a8&ei=G7VbUbm9McnlkgWWoIHoAg&psig=AFQjCNFLAfI8fVWgKQmrXB7zlRrnXm_aGg&ust=1365050990199265)